

## Notes to Appendix N: DMA-Specific Worksheets

- [88] Equal to [22]. (Cash Based OPBDA No LIL)
- [89] Equal to [87] - [88]. (Cash Flows with LIL - Cash Flows without LIL.)
- [90] Net Present Value of incremental profit (increase or decrease) from launching local-into-local service via satellite into all 60 remaining DMAs.
- [91] Internal Rate of Return of incremental profit (increase or decrease) based on launching local-into-local service via satellite.
- [92] Terminal value associated with Year 6 incremental profit from launching local-into-local service. (Incr/(Decr) from No LIL in Year 6 \* Terminal Value.)
- [93] Incremental profit from launching local-into-local service adding the terminal value calculated in [92] to Year 6 cash flows. (Equal to [89] + [92].)
- [94] Net Present Value of incremental profit (increase or decrease) from launching local-into-local service via satellite into all 60 remaining DMAs, including Terminal Value for Year 6.
- [95] Internal Rate of Return of incremental profit (increase or decrease) based on launching local-into-local service via satellite, including terminal value for Year 6.

## **Appendix O:**

### **Summary of Methodology and Results of Regression Model**

**Assumption that EchoStar Will Provide LIL in Advance of  
DIRECTV in All DMAs**

## Appendix O

### Summary of Methodology and Results of Regression Model

		Assume EchoStar Will Offer Satellite LIL in Advance of DIRECTV in All DMAs	
		29 DMAs in Which EchoStar Offers Satellite LIL	31 DMAs in Which EchoStar Does Not Offer Satellite LIL
Scenario	Market Impact		
DIRECTV Does Not Provide LIL in Remaining 60 DMAs			
DIRECTV Provides LIL in All Remaining DMAs			

Note: Regression variables marked with an asterisk (\*) are not statistically significant and are not applied to model.

## Appendix O

### Notes

Gross Adds: <i>DTVinESin</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Gross Adds: <i>DTVinESinBUMP</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Gross Adds: <i>ESinDTVout*</i>	Coefficient from Gross Adds regression (Appendix D) on the dummy variable that takes a value of one (1) in the first and all subsequent months where EchoStar offers local-into-local via satellite by the first day of the first month, and DIRECTV does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>DTVinESin</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and all subsequent months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>DTVinESinBUMP*</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and subsequent 11 months where DIRECTV offers local-into-local via satellite by the first day of the first month, and EchoStar does offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.
Disconnects: <i>ESinDTVout</i>	Coefficient from Disconnects regression (Appendix E) on the dummy variable that takes a value of one (1) in the first and all subsequent months where EchoStar offers local-into-local via satellite by the first day of the first month, and DIRECTV does not offer local-into-local by the first day of the first month, and takes a value of zero (0) otherwise.

## **Appendix P:**

**Financial Model:**

**EchoStar Will Provide LIL in Advance of DIRECTV  
In All DMAs**

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**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	205,645	207,701	209,778	211,876	213,995
[2] Beginning Customers	█	█	█	█	█
[3] Gross Adds	█	█	█	█	█
[4] Disconnects	█	█	█	█	█
[5] Ending Customers	█	█	█	█	█
[6] Average Customers (2 pt avg)	█	█	█	█	█
[7] Ending DIRECTV Market Share	█	█	█	█	█
[8] Disconnect Rate	█	█	█	█	█
[9] Average Gross Adds per Month	█	█	█	█	█
[10] Gross Add Rate	█	█	█	█	█
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	█	█	█	█	█
[12] LIL Revenue	-	-	-	-	-
[13] Total Revenue	█	█	█	█	█
<b>Expenses:</b>					
[14] Programming Costs	█	█	█	█	█
[15] Bad Debt	█	█	█	█	█
[16] Customer related	█	█	█	█	█
[17] Total Direct costs	█	█	█	█	█
[18] Total Direct Margin	█	█	█	█	█
[19] Total Direct Margin %	█	█	█	█	█
[20] SAC Costs - No LIL	█	█	█	█	█
[21] Total Expenses:	█	█	█	█	█
[22] Cash Based OPBDA	█	█	█	█	█
[23] Cash Based OPBDA %	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Provides Satellite Local-Into-Local Service**

**Customer Profile**

[24]	TV HH	205,645	207,701	209,778	211,876	213,995
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

**LIL Customers**

**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers No LIL**

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers Lift from No LIL**

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

**Total LIL Customers**

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue					
<b>LIL Revenue:</b>						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	<b>Total Revenue</b>					
<b>Expenses:</b>						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	<b>Backhaul Expenses</b>					
[82]	<b>Box replacement costs</b>					
[83]	<b>Total Expenses:</b>					
[84]	<b>Cash Based OPBDA</b>					
[85]	<b>Cash Based OPBDA %</b>					



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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Does Not Provide Satellite Local-Into-Local Service**

**Customer Profile**

[1]	TV HH	140,836	142,244	143,667	145,103	146,555
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

**Profit & Loss (\$k) - No LIL**

**Revenue:**

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

**Expenses:**

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Provides Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[24] TV HH	140,836	142,244	143,667	145,103	146,555
[25] Beginning Customers	████	████	████	████	████
[26] Gross Adds	████	████	████	████	████
[27] Disconnects	████	████	████	████	████
[28] Ending Customers	████	████	████	████	████
[29] Average Customers (2 pt avg)	████	████	████	████	████
[30] Ending Penetration	████	████	████	████	████
[31] Disconnect Rate	████	████	████	████	████
[32] Average Gross Adds per Month	████	████	████	████	████
[33] Gross Add Rate	████	████	████	████	████
<b>LIL Customers</b>					
<b>LIL Lift (upgrades) from No LIL</b>					
[34] Total Customers + Lift	████	████	████	████	████
[35] LIL Beginning Customers	█	████	████	████	████
[36] LIL Gross Adds	████	████	█	█	█
[37] LIL Disconnects	████	████	████	████	████
[38] Ending Customers	████	████	████	████	████
[39] Average Customers (2 pt avg)	████	████	████	████	████
[40] LIL Penetration	████	████	████	████	████
[41] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers No LIL</b>					
[42] Total Customers + Lift	████	████	████	████	████
[43] LIL Beginning Customers	█	████	████	████	████
[44] LIL Gross Adds	████	████	████	████	████
[45] LIL Disconnects	████	████	████	████	████
[46] Ending Customers	████	████	████	████	████
[47] Average Customers (2 pt avg)	████	████	████	████	████
[48] LIL Penetration	████	████	████	████	████
[49] Disconnect Rate	████	████	████	████	████
<b>LIL Sell-in New Customers Lift from No LIL</b>					
[50] Total Customers + Lift	████	████	████	████	████
[51] LIL Beginning Customers	█	████	████	████	████
[52] LIL Gross Adds	████	████	████	████	████
[53] LIL Disconnects	████	████	████	████	████
[54] Ending Customers	████	████	████	████	████
[55] Average Customers (2 pt avg)	████	████	████	████	████
[56] LIL Penetration	████	████	████	████	████
[57] Disconnect Rate	████	████	████	████	████
<b>Total LIL Customers</b>					
[58] Total Customers + Lift	████	████	████	████	████
[59] LIL Beginning Customers	█	████	████	████	████
[60] LIL Gross Adds	████	████	████	████	████
[61] LIL Disconnects	████	████	████	████	████
[62] Ending Customers	████	████	████	████	████
[63] Average Customers (2 pt avg)	████	████	████	████	████
[64] LIL Penetration	████	████	████	████	████
[65] Disconnect Rate	████	████	████	████	████

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue					
<b>LIL Revenue:</b>						
[67]	Existing Customers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	<b>Total Revenue</b>					
<b>Expenses:</b>						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	<b>Backhaul Expenses</b>					
[82]	<b>Box replacement costs</b>					
[83]	<b>Total Expenses:</b>					
[84]	<b>Cash Based OPBDA</b>					
[85]	<b>Cash Based OPBDA %</b>					

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 6

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

**Bluefield-Beckley WV****Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Does Not Provide Satellite Local-Into-Local Service****Customer Profile**

[1]	TV HH	147,613	149,089	150,580	152,086	153,607
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

**Profit & Loss (\$k) - No LIL****Revenue:**

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

**Expenses:**

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

**Bluefield-Beckley WV WV**

**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Provides Satellite Local-Into-Local Service**

**Customer Profile**

[24]	TV HH	147,613	149,089	150,580	152,086	153,607
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

**LIL Customers**

**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers No LIL**

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers Lift from No LIL**

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

**Total LIL Customers**

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

**Bluefield-Beckley WV WV**

**Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

**Profit & Loss (\$k) - With LIL**

**Revenue:**

[66] Package Revenue

**LIL Revenue:**

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

**Expenses:**

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

**SAC Costs with LIL:**

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] <b>Total Revenue</b>	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] <b>Total Expenses:</b>	████	████	████	████	████
[84] <b>Cash Based OPBDA</b>	████	████	████	████	████
[85] <b>Cash Based OPBDA %</b>	████	████	████	████	████



**Bluefield-Beckley WV WV**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Does Not Provide Satellite Local-Into-Local Service****Customer Profile**

[1]	TV HH	142,766	144,194	145,636	147,092	148,563
[2]	Beginning Customers	_____	_____	_____	_____	_____
[3]	Gross Adds	_____	_____	_____	_____	_____
[4]	Disconnects	_____	_____	_____	_____	_____
[5]	Ending Customers	_____	_____	_____	_____	_____
[6]	Average Customers (2 pt avg)	_____	_____	_____	_____	_____
[7]	Ending DIRECTV Market Share	_____	_____	_____	_____	_____
[8]	Disconnect Rate	_____	_____	_____	_____	_____
[9]	Average Gross Adds per Month	_____	_____	_____	_____	_____
[10]	Gross Add Rate	_____	_____	_____	_____	_____

**Profit & Loss (\$k) - No LIL****Revenue:**

[11]	Base Package Revenue	_____	_____	_____	_____	_____
[12]	LIL Revenue	_____	_____	_____	_____	_____
[13]	Total Revenue	_____	_____	_____	_____	_____

**Expenses:**

[14]	Programming Costs	_____	_____	_____	_____	_____
[15]	Bad Debt	_____	_____	_____	_____	_____
[16]	Customer related	_____	_____	_____	_____	_____
[17]	Total Direct costs	_____	_____	_____	_____	_____
[18]	Total Direct Margin	_____	_____	_____	_____	_____
[19]	Total Direct Margin %	_____	_____	_____	_____	_____
[20]	SAC Costs - No LIL	_____	_____	_____	_____	_____
[21]	Total Expenses:	_____	_____	_____	_____	_____
[22]	Cash Based OPBDA	_____	_____	_____	_____	_____
[23]	Cash Based OPBDA %	_____	_____	_____	_____	_____

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Provides Satellite Local-Into-Local Service**

**Customer Profile**

[24]	TV HH	142,766	144,194	145,636	147,092	148,563
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

**LIL Customers**

**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers No LIL**

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers Lift from No LIL**

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

**Total LIL Customers**

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

# Wheeling WV-Steubenville OH

## Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Revenue:</b>						
[66]	Package Revenue					
<b>LIL Revenue:</b>						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	<b>Total Revenue</b>					
<b>Expenses:</b>						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	<b>Total Expenses:</b>					
[84]	<b>Cash Based OPBDA</b>					
[85]	<b>Cash Based OPBDA %</b>					

**Wheeling WV-Steubenville OH**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
[86] Market level capital expenditures-outflow					
NPV-Based on var from No LIL to With LIL case					
[87] Cash Flows-With LIL					
[88] Cash Flows-No LIL					
[89] Incr/(Decr) from No LIL					
[90] NPV without Terminal Value					
[91] IRR					
[92] Terminal Value					
[93] Cash Flows with Terminal Value					
[94] NPV with Terminal Value					
[95] IRR					

# Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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## DIRECTV Does Not Provide Satellite Local-Into-Local Service

### Customer Profile

[1]	TV HH	141,370	142,784	144,212	145,654	147,110
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					
[9]	Average Gross Adds per Month					
[10]	Gross Add Rate					

### Profit & Loss (\$k) - No LIL

#### Revenue:

[11]	Base Package Revenue					
[12]	LIL Revenue					
[13]	Total Revenue					

#### Expenses:

[14]	Programming Costs					
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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**DIRECTV Provides Satellite Local-Into-Local Service****Customer Profile**

[24]	TV HH	141,370	142,784	144,212	145,654	147,110
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

**LIL Customers****LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers No LIL**

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

**LIL Sell-in New Customers Lift from No LIL**

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

**Total LIL Customers**

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

**Binghamton NY**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

		Year 2	Year 3	Year 4	Year 5	Year 6
<b>Profit &amp; Loss (\$k) - With LIL</b>						
<b>Revenue:</b>						
[66]	Package Revenue					
<b>LIL Revenue:</b>						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	<b>Total Revenue</b>					
<b>Expenses:</b>						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
<b>SAC Costs with LIL:</b>						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	<b>Backhaul Expenses</b>					
[82]	<b>Box replacement costs</b>					
[83]	<b>Total Expenses:</b>					
[84]	<b>Cash Based OPBDA</b>					
[85]	<b>Cash Based OPBDA %</b>					



**Binghamton NY**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

	Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

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[88] Cash Flows-No LIL

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[89] Incr/(Decr) from No LIL

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[90] NPV without Terminal Value

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[91] IRR

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[92] Terminal Value

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[93] Cash Flows with Terminal Value

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[94] NPV with Terminal Value

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[95] IRR

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**Biloxi-Gulfport MS**

**Appendix P**

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

	Year 2	Year 3	Year 4	Year 5	Year 6
<b>DIRECTV Does Not Provide Satellite Local-Into-Local Service</b>					
<b>Customer Profile</b>					
[1] TV HH	138,813	140,201	141,603	143,019	144,449
[2] Beginning Customers	_____	_____	_____	_____	_____
[3] Gross Adds	_____	_____	_____	_____	_____
[4] Disconnects	_____	_____	_____	_____	_____
[5] Ending Customers	_____	_____	_____	_____	_____
[6] Average Customers (2 pt avg)	_____	_____	_____	_____	_____
[7] Ending DIRECTV Market Share	_____	_____	_____	_____	_____
[8] Disconnect Rate	_____	_____	_____	_____	_____
[9] Average Gross Adds per Month	_____	_____	_____	_____	_____
[10] Gross Add Rate	_____	_____	_____	_____	_____
<b>Profit &amp; Loss (\$k) - No LIL</b>					
<b>Revenue:</b>					
[11] Base Package Revenue	_____	_____	_____	_____	_____
[12] LIL Revenue	_____	_____	_____	_____	_____
[13] Total Revenue	_____	_____	_____	_____	_____
<b>Expenses:</b>					
[14] Programming Costs	_____	_____	_____	_____	_____
[15] Bad Debt	_____	_____	_____	_____	_____
[16] Customer related	_____	_____	_____	_____	_____
[17] Total Direct costs	_____	_____	_____	_____	_____
[18] Total Direct Margin	_____	_____	_____	_____	_____
[19] Total Direct Margin %	_____	_____	_____	_____	_____
[20] SAC Costs - No LIL	_____	_____	_____	_____	_____
[21] Total Expenses:	_____	_____	_____	_____	_____
[22] <b>Cash Based OPBDA</b>	_____	_____	_____	_____	_____
[23] <b>Cash Based OPBDA %</b>	_____	_____	_____	_____	_____